

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A distributed electronic marketing, sales and service management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising:
  - a) a data storage system configured to organize and store ~~for organizing and storing~~ a plurality of content, selected portions of said content for insertion into the at least one electronic message;
  - b) a production system configured to create ~~for the creation of~~ the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;
  - c) a messaging system configured to transmit ~~performing functions including transmission of~~ the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network;
  - d) a tracking system configured to collect and evaluate ~~for collecting and evaluating~~ notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;wherein the data storage system, production system, messaging system and tracking system ~~are electronically interconnected~~ comprise one or more electronically interconnected computers thereby enabling electronic information transfer therebetween, and wherein the production system and messaging system are further configured to create and transmit a subsequent electronic message to the at least one predetermined potential customer, wherein content related to said collected and evaluated notifications can be incorporated into the subsequent electronic message.
2. (Original) The distributed electronic marketing, sales and service management system according to claim 1, wherein the plurality of content within the data storage system can be associated with one or more descriptors, wherein the data storage system can be searched for content having predetermined descriptors.

3. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system is configured to separate ~~provides a means for separating~~ a previously created electronic message into component pieces, said production system configured to replace ~~further providing a means for replacing~~ selected component pieces with content selected from the data storage system.
4. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system ~~provides a means for separating~~ is configured to separate a multimedia content item into component pieces and ~~creating~~ create a semantic outline thereof, said production system further ~~providing a means for presenting~~ configured to present the semantic outline alongside the multimedia content item, said production system ~~providing a means for modification of~~ configured to modify the multimedia content item through replacement of component pieces with alternate content selected from the data storage system ~~producing to produce~~ an amended multimedia content item, said production system thereby ~~enabling~~ configured to enable viewing of the amended multimedia content item simultaneously with the semantic outline for ease of amendment.
5. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a targeting system configured to select ~~providing a means for selecting~~ the at least one predetermined customer or group of predetermined customers, wherein said selection can be made based on a predetermined criteria wherein the at least one predetermined customer or group of predetermined customers are associated with the predetermined criteria.
6. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 5, wherein said predetermined criteria enables ~~provides a means for~~ the targeting system to organise a plurality of customers into categories, wherein the at least one predetermined customer or group of predetermined customers can be assigned one or more categories based on notifications received by the tracking system.

7. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 1, wherein the messaging system is configured to modify ~~includes a means for modifying~~ a generic electronic message in order to personalize the generic electronic message for a selected predetermined potential customer, said modification enabling ~~providing a means for~~ the tracking system to correlate notifications with the selected predetermined potential customer.
8. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 7, wherein the messaging system is configured to electronically transmit ~~includes a means for electronically transmitting~~ the at least one electronic message to an intermediate host, said intermediate host subsequently transmitting the at least one electronic message to the at least one predetermined customer, and said intermediate host being identified to the at least one predetermined customer as originator of the transmission of the at least one electronic message.
9. (Currently Amended) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a monitoring system configured to evaluate ~~for evaluating~~ the functionality of the distributed electronic management system, said monitoring system configured to transmit ~~providing a means for transmission of~~ an alarm to a system manager upon detection of a potential problem.
10. (Original) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a means for transmitting correspondence to a sales representative, said correspondence resulting from notifications received by the tracking system, said correspondence transmitted to the sales representative upon receipt of signal from the tracking system, thereby providing a means for the sales representative to timely respond to a request from the at least one predetermined customer.
11. (Original) The distributed electronic marketing, sales and service management system according to claim 10, wherein the correspondence is a SMS or cellular telephone call.

12. (Original) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a data replication system enabling data transfers from a first database to a second database, wherein the first and second databases are each protected by a firewall type system.
13. (Currently Amended) A method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said method using a system of one or more electronically interconnected computers to implement steps thereof, said method comprising the steps of:
- a) organizing and storing a plurality of content using one or more of said system of computers, selected portions of said content for insertion into the at least one electronic message;
  - b) creating the at least one electronic message using one or more of said system of computers, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;
  - c) transmitting the at least one electronic message to the at least one predetermined potential customer using one or more of said system of computers;
  - d) collecting and evaluating, using one or more of said system of computers, notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;  
~~wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.~~
  - e) creating and transmitting, using one or more of said system of computers, a subsequent electronic message to the at least one predetermined potential customer, wherein content related to said collected and evaluated notifications can be incorporated into the subsequent electronic message.
14. (Original) The method according to claim 13, wherein prior to the step of organizing and storing the plurality of content each piece of content of the plurality of content can have at

least one descriptor associated therewith thereby providing a means for organizing the plurality of content.

15. (Original) The method according to claim 13, wherein the step of creating the at least one electronic message includes inserting at least one interaction point into the at least one electronic message, said interaction point including a means for transmitting notifications to a tracking system.
16. (Original) The method according to claim 13, wherein the step of collecting and evaluating notifications provides a means for determining a theme for an electronic message subsequently transmitted to the same at least one potential customer.
17. (Currently Amended) A computer program product comprising a computer readable medium having a computer program recorded thereon for performing execution by one or more computers to carry out a method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer comprising the steps of:
  - a) organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message;
  - b) creating the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;
  - c) transmitting the at least one electronic message to the at least one predetermined potential customer;
  - d) collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;~~wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.~~

e) creating and transmitting a subsequent electronic message to the at least one predetermined potential customer, wherein content related to said collected and evaluated notifications can be incorporated into the subsequent electronic message.

18. (New) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system comprises a user interface, the user interface configured to separate a multimedia content item into component pieces and create a semantic outline thereof, said user interface further configured to present the semantic outline alongside the multimedia content item, said user interface configured to modify the multimedia content item through replacement of component pieces with alternate content selected from the data storage system producing an amended multimedia content item, said production system thereby enabling viewing of the amended multimedia content item simultaneously with the semantic outline for ease of amendment.